



City Auditor

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TO: Chair Klapp and Members of the Audit Committee

FROM: Sharron Walker, City Auditor

DATE: June 15, 2017

RE: Tourism Development Commission Sunset Review

As established in Scottsdale Revised Code (SRC) §2.285, the Tourism Development Commission's purpose is to act as an advisory board to the City Council on matters concerning the expenditure of revenues from the Special Revenue Fund for Tourism Development designated for tourism development. And specifically, the Commission shall:

SRC §2.288, "... recommend to the City Council approval, conditional approval, or denial of all uses of funds from that portion of revenues from the Special Revenue Fund for Tourism Development which are designated for tourism development ("tourism funds")."

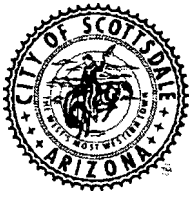
SRC §2.289, "... prescribe the application procedure and establish criteria for determining how funds are allocated ..." and "... review the City's long-range plans for the tourism industry as proposed by staff and make recommendations regarding an ongoing five-year strategic tourism development marketing plan."

The Tourism Development Commission's most recent annual report, which covers calendar year 2016, is attached along with two prior annual reports for calendar years 2015 and 2014.

ACTION:

The Audit Committee is to evaluate whether the board or commission being reviewed is serving its intended purpose; whether the board or commission purpose should be maintained or modified; and whether the purpose has been served or is no longer required.

Specifically, the Audit Committee is to recommend to the City Council whether to continue or terminate the board or commission.



Tourism Development Commission Annual Report

Prepared by Holli Shannon, Tourism Assistant, December 31, 2016

Approved by the Tourism Development Commission on March 21, 2017

Web Site Address: <http://www.scottsdaleaz.gov/boards/tourism-development-commission>

Number of Meetings Held: #13

Public Comments: #11

Major Topics of Discussion / Action Taken:

- Reviewed and made recommendations **to support** the National Reined Cow Horse Association 2017 Snaffle Bit Futurity Event Bid Proposal sponsorship in the amount of up to \$75,000 allocated from tourism carry over funds in January. City Council approved recommendation on consent on February 9, 2016. The event chose and alternative destination site.
- Reviewed and made recommendations (5-1) **to not support** the 2016 Crushbrew Craft Beverage Festival Event Bid Proposal in January. Commission directed staff to further evaluate the event in 2017.
- Reviewed and made recommendations (5-0) **to support** the Scottsdale Museum of the West Exhibit Funding Request in the amount of \$500,000 from tourism carry-over funds in January. City Council approved recommendation on consent on February 23, 2016.
- Reviewed and made recommendations (6-0) **to support** the Western National Championship Event Bid Proposal in the amount of \$60,000 (\$30,000 for 2017 & \$30,000 for 2018) from the tourism event development funds. City Council approved recommendation on consent on March 15, 2016.
- Reviewed and made recommendations (6-0) **to establish** a Bed Tax Stabilization Fund program utilizing \$2.6 million from carry over tourism funds in January. Commission determined it necessary in order to offset negative tourism impacts due to economic market downturns or catastrophic incidents. Council has not taken action.
- Reviewed and made recommendations (6-0) **to approve** the 2016 annual work study agenda in January and February. The annual work study session was held in March and the follow up and approval of objectives happened in April and May.
- Reviewed proposed FY2016/17 Tourism (Bed Tax) budget expenditures in February. Sandy Schenkat made a public comment on the budget, specifically in support of the ambient lighting in Downtown Scottsdale. In April, the commission unanimously (7-0) **recommended support** for the downtown activation from tourism funds in the amount of \$300,000. The commission moved (6-1) to not support the funding for ambient lighting in the amount of \$520,000. City Council approved both of the budget items on June 7, 2016.
- Reviewed and made recommendations (6-1) **to support** the 2017 Off Road Expo event funding proposal in the amount of \$75,000 from the tourism event development funds in April. Also received an update on the contract in May. City Council approved recommendation on consent on July 6, 2016.

- Reviewed in April and made recommendations (7-0) regarding the FY16/17 Event Funding Programs in May. Council approved Matching Event Advertising and Event Venue Fee programs on July 6, 2016 and the Community Event Funding program on August 30, 2016.
- Reviewed in May and made recommendations (6-0) regarding the FY16/17 New Event Development Funding Program Guidelines in June. Reviewed proposed updates in December and decided to table the item until after the February work study session.
- Reviewed and made recommendations (6-0) **in favor of** the Tourism Strategic Plan funding request of \$745,000 from tourism carry-over funds in June. Council approved October 10, 2016.
- Reviewed and made recommendations (4-0) **to support** the 2017 NCAA Final Four Funding Proposal in the amount of \$150,000 from the tourism event development funds in June. City Council approved recommendation 6-1 on September 13, 2016.
- Reviewed and made recommendations (6-0) **to support** the Scottsdale Museum of the West budget adjustment in September. This was a budget adjustment requested by the city Treasurer to exchange MPC Bonds funding from the Museum of the West project to the Museum of the West Permanent Hopi Pottery Gallery project, and Tourism Development Funds funding from the Museum of the West Permanent Hopi Pottery Gallery to the Museum of the West project.
- Reviewed and made recommendations (5-1) to support the 2017 Crushbrew Craft Beverage Festival Event Bid Proposal in the amount of \$5,000 from tourism event development funds in October. Due to event policy regarding funding threshold levels, the Crushbrew Festival Event proposal was brought back for reconsideration, with the event producer's agreement in November and the recommendation **was to not support** funding the event.
- Reviewed and discussed the Transportation Master plan in February and June. Recommendations (6-0) were made for the City Council **to reconsider** evaluating all transportation options including light rail that were removed from the plan. City Council approved (5-2) the plan as it was presented on July 5, 2016.
- Reviewed and made recommendations (5-0) **to support** the sponsorship of the 2016 azcentral.com Food & Wine Festival in the amount of up to \$75,000+10% allocated from tourism new event development funds in September. Event was held at Talking Stick Fields located in the SRPMIC community. The TDC approved funding because Festival was prominently promoted as a Scottsdale event and the commission felt that participants would not realize it was not located in Scottsdale. TDC would prefer the event be held at WestWorld; and mentioned the need to resolve issues with liquor license and operating agreements regarding food and drink festivals. City Council approved recommendations on consent on October 25, 2016.
- Reviewed and made recommendations (6-0) **to support** the sponsorship of the 2016 Scottsdale Grand Prix in the amount of up to \$55,000+10% allocated from tourism new event development funds in September. City Council approved recommendations on consent on October 25, 2016.
- Received an update on the Special Event Draft Ordinance Outline in January and made a unanimous (6-0) recommendation in March for City Council to continue to review the ordinance draft, in particular the following two items: 1. Veto power of events by any specific group and 2. Time/length restraints of events. At the March meeting, public comments from the following individuals were heard regarding the Special Event Ordinance: Tourism Advisory

Task Members John Holdsworth, Fred Unger, Susan Potje, and Sandy Schenkat. Additional comments from Beverly Moore, Bob Pejman, Laura Weaver and French Thompson.

- In October, Dan Worth had proposed \$300,000 from Tourism Funds for the WestWorld Master Plan. TDC reviewed and made recommendations (5-2) **to support** the WestWorld Master Plan in the amount of \$150,000 from tourism carry over funds. Council reviewed on November 28, 2016 and asked (7-0) that staff bring forward an overview of the operations at WestWorld and the business case for additional investment. They will review at a later time.
- A presentation regarding a partnership with the Parada del Sol Parade was presented in August. Reviewed and made recommendations (7-0) **to support** the sponsorship of the 2017 Parada del Sol Parade in the amount of up to \$64,400 from tourism event development funds in December. City Council approved on consent on January 24, 2017.
- Reviewed and made recommendations (4-3) **to not support** allocating tourism funds toward the Thunderbird Field Veterans Memorial Project. Commissioners asked for additional information before they would approve the funding. City Council moved (6-1) to use tourism development funds in the amount of up to \$412,500 on January 24, 2017.
- Reviewed and made recommendations on the events that applied for funding in all of the programs as recommended by the event working group in August, September, October & December. Public comment was made by Diane Larowe & Patricia Carstens regarding the Asian Festival in October.
- Reviewed the FY2016/2017 Experience Scottsdale Destination Marketing Guide in February and April and made recommendation **to support** Experience Scottsdale's program of work as presented in May. City Council approved recommendation on consent on June 21, 2016.
- Reviewed the Experience Scottsdale's quarterly reports in February, May, August and November.
- Reviewed and made recommendation regarding the 2015 TDC Annual Report in January and February.
- Received updates on the WestWorld Event Funding Process in January.
- Received updates on the Downtown Trolley in January and November.
- Received updates on the Tourism Downtown Feasibility Study (Downtown 2.0) in April and December.
- Received updates on the Fiesta Bowl & College Championship Game in April.
- Experience Scottsdale provided an update on the VICA study in May.
- Longwoods presented an update on the 2015 Travel USA report.
- Received a Desert Discovery Center Management Services update in August.
- Received a WestWorld (APS) 2020 informational update in August.
- Received an update on the Canal Convergence event in September.
- Received an update on the downtown Scottsdale holiday event that the Tourism and Event Department was planning in September.
- Received a Tourism Strategic Plan & TATF update in October and December.
- Received an update on the FY17/18 Tourism Program out of budget expenses in October.
- Reviewed the draft agenda for the 2017 Annual work study session in December.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
David Scholefield, Chair	11	2	From January to December
Ren Hirose, Vice Chair	12	1	From January to December

Robert McCreary, Member	12	1	From January to December
Carl Grupp, Member	11	2	From January to December
Camille Hill, Member	13	0	From January to December
Linda Dillenbeck, Member	12	1	From January to December
Ace Bailey, Member	9	0	From January to August
*Frank Ashmore, Member	4	0	From September to December

*Frank Ashmore replaced Ace Bailey in September, due to term expiration

Subcommittees: None

Ethics Training: YES (video and sign off)

Selected Officers: YES – April 19, 2016

Reviewed Bylaws/City Code: YES. Received an update with proposed changes on bylaws on February 16. Commission voted unanimously to change the bylaws on April 19 as follows:

If a representative of the Commission is requested to attend a meeting or event, at the discretion of the Chairperson, the Chairperson, Vice-Chairperson or immediate past Chairperson who continues to serve on the Commission may attend the meeting or event on behalf of the Commission.

Anticipated Key Issues:

The Tourism Development Commission (TDC) will continue to evaluate and provide recommendations regarding the city's event support program, Tourism Development & Marketing Strategic Plan, and tourism related projects to ensure the benefits to the city and residents.

Some key objectives are:

Objective #1: Review Event Funding Programs – Event Audit Report

1. Identify additional criteria for measuring an event's potential return on the Special Event funding investment.
2. Review and update event program requirement and guidelines.

Objective #2: Tourism Related Capital Projects

1. Establish an analytical process that can be used to evaluate tourism related projects and provide a TDC recommendation for City Council.

Future Significant Work Products:

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.



Tourism Development Commission Annual Report

Prepared by Holli Shannon, Tourism Assistant, January 20, 2016

Approved by the Tourism Development Commission on February 16, 2016

Web Site Address: <http://www.scottsdaleaz.gov/boards/tourism-development-commission>

Number of Meetings Held: #13

Public Comments: #4

Major Topics of Discussion / Action Taken:

- Reviewed and made recommendation to support the 2015 Baseball City Event sponsorship in the amount of up to \$75,000 allocated from bed tax one time commitment funds identified for capital, event, and administration in January. City Council approved recommendation on consent on February 17, 2015.
- Reviewed and made recommendation to sponsor the 2015 and 2016 Charles Schwab Cup Championship in the amount of up to \$75,000 each year, allocated from bed tax funds identified for event development in May. City Council approved recommendation on consent on July 1, 2015.
- Reviewed and made recommendation to sponsor the 2016 College Football Championship in the amount of \$250,848 allocated from bed tax funds identified for event development in May. City Council approved recommendation on consent on August 25, 2015.
- Reviewed and unanimously voted to support the Unity Pledge ordinance in August.
- Received an update on the 2015/2016 Day Tripper Trolley Service in March and the commission requested a follow-up report to include a ridership survey and identify visitor vs local ridership after the 2014/2015 season was complete. Also at the March meeting, the commission unanimously voted to not use bed tax dollars to support the Downtown Trolley service. The Commission believed it was a negative impact on tourism to discontinue the Day Tripper Trolley and they believe the Downtown Trolley should be supported with sales tax, not bed tax since its citizens using the Downtown Trolley, not tourists. City Council voted to fund the Downtown Trolley with \$300,000 in bed tax funds on April 14, 2015.
- Reviewed in February and April and made recommendations regarding the Matching Event Advertising Funding Program (program name change adopted in FY2014/15), Community Event Funding Program and Event Venue Fee Program and funding process as presented at the May TDC meeting. City Council approved the authorization of \$225,000 for the MEAF and \$200,000 for the Community Event Program on consent on June 16, 2015. Council approved the authorization of \$200,000 for The Event Venue Fee Program on consent on July 1, 2015.
- Reviewed and made recommendation to support the sponsorship of the 2015 azcentral.com Food & Wine Experience in the amount of up to \$75,000 allocated from bed tax one time commitment funds in September. City Council approved recommendation on consent on October 20, 2015.
- Reviewed the FY2015/2016 SCVB Destination Marketing Guide in February and April and made recommendation to support the SCVB's program of work as presented in May. City Council approved recommendation on consent on July 1, 2015.

- Reviewed and made recommendation to sponsor the 2016 Fiesta Bowl Rugby Event as proposed with a hot air balloon component in the amount of up to \$75,000 allocated from bed tax carry-over funds in November. City Council approved recommendation on consent on January 11, 2016.
- Received an update on the Desert Discovery Center in September and November. In December, made a recommendation to use bed tax funds to support the Desert Discovery Center business plan and feasibility study in the amount of \$1,696,900. Lynne Lagarde made a public comment at the December meeting in regards to the Desert Discovery Center. City Council approved funding on January 11, 2016.
- Reviewed and made recommendation to support the 2016 PRCA Championship Challenge event sponsorship in the amount up to \$75,000 allocated from bed tax in December. City Council approved recommendation on consent on January 11, 2016.
- Received a 2014/2015 Fiesta Bowl event performance recap in April.
- Received a presentation of the Destination Event Marketing Analysis and Fundraising Feasibility Analysis (Webb Report) in September.
- Received a recap of the Super Bowl and events from the Arizona Super Bowl Host committee in June.
- Received a Civic Center Mall project update in March.
- Received an update on the enhancements and next steps of the City event funding programs in August.
- The Economic Development staff gave an update and overview of the Economic Development strategic plan in June.
- Held a joint meeting with the McDowell Sonoran Preserve Commission in March to discuss an update of the strategic and day-to-day marketing goals and discuss commercial motorized tours in the Preserve.
- Had updates and discussion on the Scottsdale Sonoran Preserve-Tonto National Forest Jeep Tours in June and August.
- Received a pre-event update from the ESPN FanFest event in January and a post-event update in April. The event aired 346 hours of NFL programming during Super Bowl week, 140 were from Scottsdale Fashion Square. Value to the City of Scottsdale as reported by Repucom: \$6.3 Million.
- Reviewed and discussed the Marshall Way Public Art piece in April and October. Dan Semenchuck made a public comment in regards to the art piece in October.
- Received an update on the City's General Plan in June.
- Received a Scottsdale Airport update in March.
- Received a WestWorld sales and operation update in June and November.
- Reviewed and made recommendations regarding the 2014 TDC Annual Report in January.
- Received an update on the Transportation Master Plan in November.
- Reviewed the findings and implications from the 2015 Leisure Visitor Inquiry study in December.
- Reviewed and discussed the Tourism Related Capital Projects process in January and September.
- Reviewed the Scottsdale Convention & Visitors Bureau quarterly reports in February, May, August and November.
- Reviewed the proposed Bed Tax Stabilization Fund program in April. The commission requested staff to further consider marketing funding options as part of the policy.
- Received a presentation from the proposed Scottsdale Baseball Museum in October.

- Received a presentation on the Longwood's Visitor Report in October.
- Received updates on the Special Event Ordinance in October, November and December.
- French Thompson made a public comment regarding bed tax amounts and retail at the May meeting.
- Bob Clendenning made a public comment regarding parking and events near WestWorld in the Salina del Sol neighborhood at the April meeting.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
David Scholefield, Chair	13	0	From January to December
Ren Hirose, Vice Chair	12	1	From January to December
Ace Bailey, Member	12	1	From January to December
Robert McCreary, Member	12	1	From January to December
Carl Grupp, Member	11	2	From January to December
Camille Hill, Member	11	2	From January to December
Tom Enders, Vice Chair (Former)	5	0	From January to April
*Linda Dillenbeck, Member	7	1	From May to December

*Linda Dillenbeck replaced Tom Enders in May, due to term expiration

Subcommittees: None

Ethics Training: Yes (video and sign off)

Selected Officers: Yes-March 16, 2015

Reviewed Bylaws/City Code: No

Anticipated Key Issues: The Tourism Development Commission (TDC) will continue to evaluate and provide recommendations regarding the city's event support program, Tourism Development & Marketing Strategic Plan, and Bed Tax Stabilization Fund Policy to ensure the benefits to the city and residents.

Some key objectives are:

Objective #1: Review Event Funding Programs – Event Audit Report

1. Identify additional criteria for measuring an event's potential return on the Special Event funding investment.
2. Review tourism program event funding contracts to improve standard terms and ensure contract requirements are being met.
3. Review and update event program requirement and guidelines.

Objective #2: Special Event Ordinance

1. Continue to provide consistent direction and recommendations to the City Council regarding the city's special event ordinance.

Objective #3: Develop consensus on shorter-term program priorities and tactics, and provide input/suggestions direction to staff for the bed tax budget for the following tourism program activities:

1. Current Event Funding Programs and Proposed Programs
2. Destination Marketing Program
3. Tourism Research Program

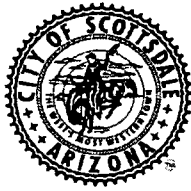
Objective #4 Review and provide a Bed Tax Stabilization Policy recommendation to City Council to ensure that the city's tourism program continues during downturns in bed tax collections.

Future Significant Work Products:

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: Please note that the TDC voted unanimously on all recommendations.

Report Approved on:



Tourism Development Commission Annual Report 2014

Prepared by Steve Geiogamah, Tourism Development Manager

Approved by the Tourism Development Commission on January 20, 2015

Web Site Address: www.ScottsdaleAZ.gov/boards/TDC

Number of Meetings Held: #13

Public Comments: #6

Major Topics of Discussion / Action Taken:

- Reviewed in April, May, August, October, & November, and made recommendations to support the use of \$300,000 with \$30,000 directly towards marketing, in bed tax contingency funds toward the FY2014/15 Hospitality Trolley, Day Tripper program in May. City Council approved recommendation (5-2) on October 7, 2014.
- Reviewed in January and made recommendation to sponsor the 2014 Horse and Horsepower event in the amount of \$75,000 allocated from bed tax funds identified for event development in February. City Council approved recommendation on consent on April 29, 2014.
- Reviewed and made recommendation to support the 2014 PRCA Championship Challenge event sponsorship in the amount of \$75,000 allocated from bed tax funds identified for event development in January. City Council approved recommendation on consent on February 25, 2014.
- Reviewed in March and made recommendation to support the 2015 ESPN FanFest event sponsorship in the amount of \$475,000 allocated from bed tax carry over funds in May. City Council approved recommendation (7-0) on June 3, 2014.
- Reviewed the FY2014/2015 SCVB Destination Marketing Guide in February and April and made recommendation to support the SCVB's program of work as presented in May. City Council approved recommendation on consent on June 17, 2014.
- Reviewed and made recommendations regarding the Event Support Funding Program and Community Event Funding Program and funding process as presented at the April TDC meeting. City Council approved the authorization of \$200,000 for the Tiered Event Funding Program and \$180,000 for the Community Event Program on consent on June 17, 2014.
- Reviewed and made recommendations regarding the Event Venue Fee Program and budget in the amount of \$20,000 in May. City Council approved recommendation on consent on July 1, 2014.
- Reviewed and made recommendations regarding the Scottsdale Sonoran Preserve-Tonto National Forest-Tour Funding Request allocating one time commitment bed tax funds up to \$30,000 to support expediting access for tour operators in the Tonto National Forest in June. City Council approved recommendation (4-3) on July 2, 2014.
- Reviewed and made recommendation to support the 2014 World Food Championship Event sponsorship in the amount of \$75,000 allocated from bed tax one time use funds identified for event development in May. City Council approved recommendation on consent on July 1, 2014.

- Reviewed in August and made recommendation to support the Taste of the NFL event sponsorship in the amount of \$75,000 allocated from bed tax one time commitment funds identified for event development in September. City Council approved recommendation on consent on October 21, 2014.
- Reviewed and made recommendation to support the 2015 Rugby Bowl Event sponsorship in the amount of up to \$65,000 allocated from bed tax one time commitment funds identified for event development in September. City Council approved recommendation on consent on October 21, 2014.
- Reviewed in June and made recommendation to city council to allocate bed tax carry over funds not to exceed \$300,000 to support costs associated with a Civic Center Design Review Plan and recommend an allocation of \$600,000 toward a multi-year debt commitment in support of civic center mall improvement construction costs. Sandy Schenkat made public comment on behalf of Sonnie Kirtley regarding the Civic Center Mall project. City Council unanimously voted against the project on January 13, 2015.
- Reviewed and made recommendation to support the 2015 PRCA Championship Challenge event sponsorship in the amount of \$75,000 allocated from one time use bed tax funds identified for event development in December. Will be presented to council on February 3, 2015.
- In March, presented with a funding request for the Museum of the West regarding a one-time allocation from FY2013/14 bed tax carry-over funds in the amount of \$1.5 million toward the Museum of the West Project. The following comments were made by TDC commissioners: 1. Has the museum built space for special events? 2. Event producers should be asked to comment on the plans 3. Why was the request for \$1.5 million specifically? No motion was made. Council approved April 8, 2014 by a vote of 5-2.
- In March, presented with a funding request for the Tournament Players Club regarding a one-time allocation from FY2013/14 bed tax carry-over funds in the amount of \$2.2 million toward the Tournament Players Club renovation. No comments were made by the TDC. No motion was made. Council approved the use of up to \$1.15M of carry-over funds towards the TPC project during the FY14/15 budget process.
- In March, presented with a funding request regarding a one-time allocation from FY2013/14 bed tax carry-over funds in the amount of \$400,000 toward public art at the TNEC Equestrian Center. The following comments were made by TDC commissioners: 1. The TNEC has been underperforming for the last year, and it's doubtful that the lack of public art is the reason for that. 2. Is there a more effective way to spend \$400,000 to generate more bookings at TNEC? 3. Will the art project be completed in time for peak season? 4. Are there difficulties in determining a return on investment for a project of this nature? No motion was made. Council approved \$380,000 on April 8, 2014 with a vote of 6-0.
- Reviewed in August and recommended not supporting the use of bed tax for TNEC Equestrian Center Funding request in September. Council approved a capital budget adjustment in an amount of \$1,115,000 to change a funding source for the Tony Nelssen Equestrian Center expansion capital project from the Municipal Property Corporation Bonds funding source to the Tourism Development Fund funding source which carried by a vote of 7-0. David Smith had public comments regarding TNEC funding requests in August and September.

- Reviewed the Scottsdale Convention & Visitors Bureau quarterly reports in January, August and October.
- Reviewed and discussed a Tourism-Related Capital Projects Process in February, April and at the annual work study session in December.
- Reviewed criteria in April and made recommendation regarding the Mega Events evaluation process in October.
- Reviewed criteria and had discussions regarding the Group Meeting Program-Use of Bed Tax Funds in September, November and at the annual work study session in December.
- Reviewed the WestWorld Event Marketing and Sales Strategy in May & June. Michael Mayer had public comments in both May and June regarding WestWorld Events.
- Reviewed the findings and implications from the 2014 Leisure Visitor Inquiry study in October.
- Reviewed the current status of Super Bowl transportation program in August.
- Reviewed the current status of the Tourism Advisory Task Force in September.
- Reviewed and discussed the Marshall Way Public Art piece in September.
- Held a joint meeting with the McDowell Sonoran Preserve Commission to discuss tours in the Preserve in November. Michael Mayer made public comment at the November TDC meeting regarding the McDowell Sonoran Preserve.
- Reviewed and made recommendations regarding the 2013 Annual Report in January and February.
- Reviewed the Gift Clause in March and at the annual work study session in December.
- Received an update on the General Plan in March.
- Tourism Development Commission Chair David Scholefield (Fairmont Scottsdale Princess) and Vice Chair Tom Enders (Troon Golf) shared how local event producers can tap into City funding for various events at the June 4th Quarterly SCVB meeting.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
Kathleen Glenn, Chair	1	0	January-last meeting
David Scholefield, Chair	12	1	From January to December
Ace Bailey, Member	12	1	From January to December
Tom Enders, Vice Chair	10	3	From January to December
Ren Hirose, Member	12	1	From January to December
Robert McCreary, Member	13	0	From January to December
Carl Grupp, Member	10	3	From January to December
*Camille Hill, Member	11	1	From February to December

*Camille Hill replaces Kathleen Glenn in February, term expiration

Subcommittees: None

Ethics Training: Yes (video and sign off)

Selected Officers: Yes-January 21, 2014

Reviewed Bylaws/City Code: No

Anticipated Key Issues: The Tourism Development Commission (TDC) will continue to evaluate and provide recommendations regarding the city's event support program, and Tourism Development & Marketing Strategic Plan to ensure the benefits to the city and residents.

Some key objectives are:

Objective #1: Preliminary Bed Tax and Future Allocation Policies

Identify potential factors influencing the bed tax revenue forecast; what are the implications for future allocation of bed tax revenue and prioritization of tourism development program activities:

1. Develop consensus on industry source that can provide direction (increases/decreases/flat) of bed tax revenue.
2. Identify possible modifications, if any, to either current bed tax allocation policies or to program activities, particularly capital projects, and the resultant impact on program activities and on bed tax cash flow

Objective #2: Tourism Related Capital Projects

Continue to provide consistent direction and recommendations to the City Council regarding tourism related capital projects:

1. Develop consensus on what additional resources may be needed to understand and support the city's tourism related capital project funding.

Objective #3: Short Term (12-18 month) Priorities and Activities

Develop consensus on shorter-term program priorities and tactics, and provide input/suggestions direction to staff for the bed tax budget for the following tourism program activities:

1. Current Event Funding Programs and Proposed Programs
2. Destination Marketing Program
3. Tourism Research Program

Future Significant Work Products:

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: Please note that the TDC voted unanimously on all recommendations.